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REPUBLICAN
Waterbury, Connecticut
June 21, 1963

Cigarets

Manufacturers begin to get wary.

The major manufacturers of cigarets have decided to drop their advertising from college publications and football programs. That is a good thing. It is apparent that the public disapproves of messages which may convince young people that they should start smoking. Officials of the tobacco companies say that they have always regarded smoking as an adult custom. This statement is hard to reconcile with the past policy of presenting alluring advertisements to young people. Up to now, it appears, the idea has been to raise the teenagers to become cigaret addicts.

There are other indications that the cigaret makers are feeling public disapproval. Some concerns are said to be considering the elimination of athletes from advertising. These plugs always seem ridiculous. They offer pictures of famous athletes smoking cigarets when the world has known for years that cigaret smoking is not good for athletes and has a deleterious effect on all human bodies even though they do not cause cancer—which is debatable.

In Canada there has been talk about requiring manufacturers to carry a warning of the dangers of smoking to health. And Canadian companies have decided to shift their Tv and radio advertisements to late hours so young people will not be given the idea that it is just ducky to take up smoking when still of tender years.

The American Medical Association, which has never been known for brash action, has decided to maintain its usual conservative policy. Its trustees have voted not to take a strong position against cigaret smoking. They did, however, agree that an educational campaign among young people should be conducted to warn them of the bad effects of smoking. The trustees feel that more overwhelming evidence of the cancer cause must be found before they will move off base.

MIRROR
New York, New York
June 21, 1963

A Constructive Step

Most of the major cigaret companies have decided to stop advertising in college publications. George V. Allen, president of the Tobacco Institute, said "the industry's position has always been that smoking is an adult custom" and that this ad-cancellation step had been taken "to avoid any confusion or misconception in the public mind as to this position."

In so doing, the industry is conceding nothing to the "health" charges, but is acting to disarm its critics of a peripheral weapon. Since it's a painful step for any manufacturer to shrink his market even to a small degree, the fact that it's being done voluntarily deserves credit.

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MISSOURIAN
Columbia, Missouri
June 23, 1963

A Healthy Sign

IT'S BEGINNING to look as if sports heroes are going to have to earn their keep the hard way instead of on the basis of how many smoke rings they can blow during a one-minute commercial.

Whether from fear of government regulation or maybe because of declining sales since medical reports have linked cigaret smoking with cancer of the lungs, most major tobacco companies have decided to launch their own brand of self regulation. Among other things, athletes will be eliminated from cigaret ads.

Should this happen, baseball stars will be deprived of thousands of dollars for endorsing certain brands. Their pictures might be erased from the famous Camel cigaret sign in Times Square, where the painted faces of sports heroes puff smoke rings over Broadway at the rate of 12 a minute.

Most of the major cigaret manufacturers have also decided to stop advertising in college newspapers, magazines, and football programs, according to George V. Allen, president of Tobacco Institute. Moreover, Canadian tobacco manufacturers will shift their cigaret commercials to the late evening hours on television and radio.

The tobacco industry is finally asserting its position that smoking is an adult custom. It's about time.

AMERICAN
Chicago, Illinois
June 22, 1963

Tobacco Ads and Youth

AMERICA IS ONE of the relatively few countries left in this world where children do not smoke—at least not publicly. About 15 years ago, someone in the tobacco industry seriously considered launching an advertising campaign aimed at youngsters of grade school age. This hare-brained idea of some advertising genius, who may have been smoking the wrong stuff, was wisely rejected by the more mature tobacco people.

And now the industry has made another decision, of which we voice our wholehearted approval. The Tobacco Institute has revealed that most cigaret manufacturers have decided to stop advertising in college newspapers and magazines, and on sports programs. It is also reported in advertising circles that several tobacco companies are considering eliminating athletes from cigaret ads.

"The industry's position has always been that smoking is an adult custom," said George V. Allen, president of the Tobacco Institute. We agree with him, and commend his industry on its latest move.

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